

## Message Text

UNCLASSIFIED

PAGE 01 TOKYO 02060 140819Z  
ACTION EA-09

INFO OCT-01 EUR-12 ISO-00 EB-08 /030 W  
-----140823Z 031151 /17

P R 140750Z FEB 77  
FM AMEMBASSY TOKYO  
TO SECSTATE WASHDC PRIORITY 5432  
USDOC WASHDC  
USIA WASHDC  
INFO AMEMBASSY PARIS  
AMEMBASSY LONDON  
AMEMBASSY STOCKHOLM  
AMEMBASSY SYDNEY  
AMEMBASSY TAIPEI  
AMEMBASSY VIENNA  
AMEMBASSY ZURICH

UNCLAS TOKYO 2060

E.O. 11652: N/A  
TAGS: BEXP, JA  
SUBJECT:U.S. HOUSEWARES UNIVERSAL SHOWCASE: V/CE WITH PRODUCT  
SAMPLES

REF: (A) TOKYO 1170 (B) STATE 027394

1. EMBASSY/USTC SUPPORTS CONCEPT FOR V/CE WITH PRODUCT SAMPLES  
OUTLINED REFTEL B. PLEASE REFER TO REFTEL A FOR DETAILED POST/  
USTC REACTION. HOWEVER, SEPTEMBER DATES NOT AVAILABLE FOR TRADE  
CENTER SHOWING DUE TO SEPTEMBER 19 DISMANTLING OF BUSINESS  
EQUIPMENT SHOW AND SEPTEMBER 26 USDA PROMOTION. TRADE CENTER  
PREFERS TO TREAT THIS PROMOTION AS A REGULAR EVENT IN EARLY  
FY 1978 SCHEDULE; I.E., VIDEOTAPES PRODUCTS, DISPLAY AREAS MANNED BY  
AGENTS AND/OR U.S. REPRESENTATIVES.

2. WE WOULD APPRECIATE FURTHER CONSIDERATION OF BUDGET BY  
WASHINGTON. TRADE CENTER BELIEVES BUDGET AS SHOWN REFTEL B IS  
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PAGE 02 TOKYO 02060 140819Z

UNREALISTIC FOR STAGING AND PROMOTING SUCH AN EVENT IN JAPAN, IN  
VIEW OF THE SOPHISTICATION OF THE JAPANESE MARKET.  
APPROPRIATE TRADE CENTER BUDGET FOR CONSTRUCTION, PROMOTION  
AND HOSPITALITY WILL BE APPROXIMATELY SIX TIMES THE AMOUNTS  
CITED REFTEL B (SEE TRADE CENTER'S JANUARY BUDGET REPORT RE  
EXHIBIT COSTS). A DETAILED ESTIMATE WILL BE SUBMITTED IF  
NECESSARY.

3. ALSO, TO MAKE THE MOST OF THE V/VCE IN JAPAN, EMBASSY BELIEVES THIS SHOW SHOULD TRAVEL TO CONSULAR POSTS AND URGES THAT FUNDING BE INCLUDED FOR THIS, IF POSSIBLE.

4. EMBASSY/USTC ALSO BELIEVE THAT DISPLAY SIGNS FOR BOOTHS AND VTR SHOULD BE IN JAPANESE LANGUAGE. USIS TOKYO HAS VOLUNTEERED TO DUB SOUND TRACK AND WILL REQUIRE BOTH SCRIPT AND SAMPLE TAPE AS SOON AS AVAILABLE.

5. EMBASSY CONSURS WITH USTC THAT GENEROUS SUPPLY OF PRODUCT SAMPLES IMPERATIVE FOR SUCCESSFUL EXHIBITION.  
SHOESMITH

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NNN

## Message Attributes

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**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Decaption Date:** 01-Jan-1960 12:00:00 am  
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**Disposition Approved on Date:**  
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**Reference:** 77 TOKYO 1170, 77 STATE 27394  
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**Review Markings:**  
Margaret P. Grafeld  
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